

## FOCUS EARNINGS POTENTIAL

**Account Name**

Grand Union Company

**Estimated Industry Shipments**

(12m Case Equivalents)

21,940

**Last Six Months RJR Shipments**

(Input as 12m Case Equivalents)

3,269

**RJR SOM (current est.)**

(Example: .345 = 34.5%)

14.9%

**RJR Product Mix :**

Full Price

90%

Savings

10%

Total

100%

### PLAN B

<u>TOTAL RJR SOM RANGES</u>	<u>FULL PRICE</u>	<u>SAVINGS</u>	<u>TOTAL</u>
Maintain to 0.5% increase	\$14,596	\$1,014	\$15,610
0.6 to 1.0% increase	\$16,954	\$1,047	\$18,000
1.1 to 1.5% increase	\$19,430	\$1,295	\$20,725
1.6 to 2.0% increase	\$22,024	\$1,335	\$23,359
2.1 to 2.5% increase	\$24,737	\$1,603	\$26,341
2.6 to 3.0% increase	\$27,569	\$1,649	\$29,218
3.1 to 3.5% increase	\$30,519	\$1,938	\$32,457
3.6 to 4.0% increase	\$33,587	\$1,990	\$35,578
4.1 to 4.5% increase	\$36,774	\$2,298	\$39,073
4.6 to 5.0% increase	\$40,080	\$2,358	\$42,437
5.1 to 5.5% increase	\$43,504	\$2,685	\$46,189
5.6 to 6.0% increase	\$47,046	\$2,751	\$49,797
6.1%+ increase	\$49,759	\$3,041	\$52,800

### Number of RJR Cartons Needed to Sell

<u>TOTAL RJR SOM RANGES</u>	<u>Additional per Week</u>	<u>6 Month Total</u>
(-0.1% / below) (PLAN A ONLY)	-51	194,824
Maintain to 0.5% increase	253	202,722
0.6 to 1.0% increase	506	209,304
1.1 to 1.5% increase	759	215,886
1.6 to 2.0% increase	1,013	222,468
2.1 to 2.5% increase	1,266	229,049
2.6 to 3.0% increase	1,519	235,631
3.1 to 3.5% increase	1,772	242,213
3.6 to 4.0% increase	2,025	248,795
4.1 to 4.5% increase	2,278	255,377
4.6 to 5.0% increase	2,531	261,959
5.1 to 5.5% increase	2,785	268,541
5.6 to 6.0% increase	3,038	275,123
6.1%+ increase	3,088	276,439

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(Input as 12m Case Equivalents)

3,269

**RJR SOM (current est.)**  
(Example: .345 = 34.5%)

14.9%

**RJR Product Mix:**

Full Price	90%
Savings	10%
Total	100%

### PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	\$7,014	\$584	\$7,598
Maintain to 0.5% increase	\$21,894	\$1,622	\$23,516
0.6 to 1.0% increase	\$24,489	\$1,674	\$26,163
1.1 to 1.5% increase	\$27,202	\$1,943	\$29,145
1.6 to 2.0% increase	\$30,033	\$2,002	\$32,035
2.1 to 2.5% increase	\$32,983	\$2,290	\$35,274
2.6 to 3.0% increase	\$36,052	\$2,356	\$38,408
3.1 to 3.5% increase	\$39,239	\$2,664	\$41,903
3.6 to 4.0% increase	\$42,544	\$2,737	\$45,281
4.1 to 4.5% increase	\$45,968	\$3,065	\$49,032
4.6 to 5.0% increase	\$49,510	\$3,144	\$52,654
5.1 to 5.5% increase	\$53,171	\$3,491	\$56,662
5.6 to 6.0% increase	\$56,950	\$3,577	\$60,527
6.1%+ increase	\$59,711	\$3,870	\$63,581

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Maintain to 0.5% increase	253	202,722
0.6 to 1.0% increase	506	209,304
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